GIS

DC Geographic Information System (DC GIS) Program
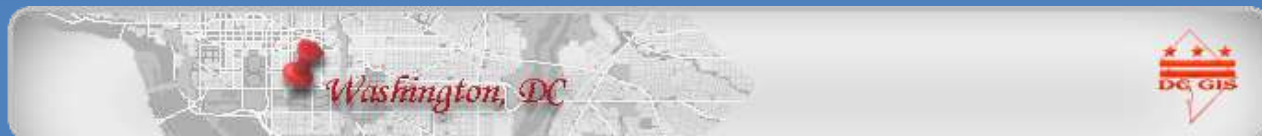
ESRI ELA Renegotiation Experience for
MD iMap Executive Committee

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Office of The Chief Technology Officer (OCTO)
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Background

ESRI Enterprise License Agreement (ends 9/30/2013)

We've enjoyed this

We've avoided this

Time for this →

One License Agreement/Fee

    Three Year Term (Base, Yrs 2 & 3 optional)

    Annual Payments

    Unlimited Software Use

    Includes Maintenance

    ESRI Enterprise Advantage Program – 100 credits per year (also optional) *

One Point of Contact Rolled up Customer #'s from other agencies

Dedicated Technical Advisor *

28 Individuals available to seek Tier 2 support (DC GIS Customer Service Team handles Tier 1)

ELA was funding entirely by DC's Technology Office (OCTO)

* Items Maryland doesn't have

** Maryland does have ArcGIS Online

Washington, DC

Background

Unlimited

Desktop Software
ArcInfo (Advanced)
ArcEditor (Standard)
ArcView (Basic)

Extensions
ArcGIS Spatial Analyst
ArcGIS 3D Analyst
ArcGIS Network Analyst
ArcGIS Publisher
Schematics for ArcGIS
ArcGIS Maplex
ArcScan
Job Tracking JTX (Workflow manager)

Server Software
ArcGIS Server (Basic, Standard, Advanced)
ArcIMS

ArcGIS Server Extensions
Spatial
3D
Network
Geostatistical Analyst
Schematic
GeoPortal
Image Extension

Mobile Software
ArcGIS Mobile
ArcGIS Engine Runtime
- Spatial Analyst
- 3D Analyst
- Network Analyst
- Geodatabase update

Other Software
ESRI Production Mapping (PLTS)

Limited

Desktop Software
- Data Interoperability 10 (ETL, Safe Software FME technology)

Other Software
- ArcLogistics Concurrent Use Licenses (Software only) 3
- ArcLogistics Navigator (10-Pack bundles- Software only) 5
- ESRI Developer Network (EDN) Annual Subscriptions 10

Data
- Community Tapestry Segmentation (all Tables) 5 Users

"Adds" procured during ELA life-span:
- Redistricting Server Solution and EEAP Credits *
- AGOL for Org (unlimited named users, 19k annual credits)
- Tracking Analyst / Tracking Server *
- Business Analyst Regional Data (2 concurrent) *
- ESRI Maps for IBM Cognos (100 seats) *
- CityEngine Single Use License (1)
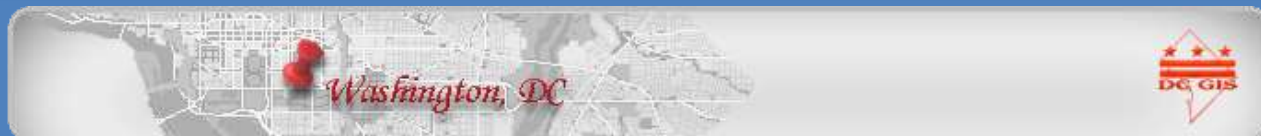
- * denotes new purchase during ELA
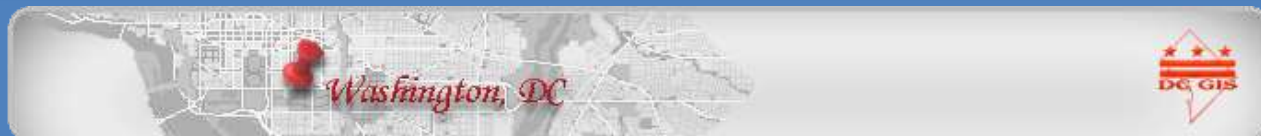
We like it: Easy to use for ad hoc projects and is an attractive way to roll-up and manage educational and professional service costs.

Did we need the volume proposed? DC doesn't believe so.

Frustration with EEAP: The EEAP should be part of the ELA "partnership" but it doesn't appear that we're given any discount (the same pricing from GSA).

Facts
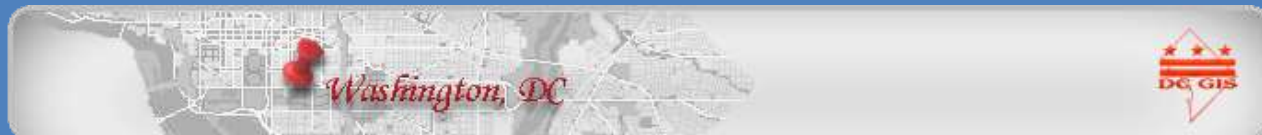
- **DC GIS's ESRI software consolidation efforts have been very successful due to the ELA and are gaining momentum.** The ELA has solidified centralized licensing.

- **ESRI has been a good partner to DC GIS.** Our rep. is great and the resources he gets engaged are always responsive and helpful.

- **The political and financial environment of the District is much different that in prior years.** Until FY14, DC GIS's program has seen decreased funding, as has OCTO. Federal grants that have contributed to the ELA cost are waning quickly

- **DC was worried that an enterprise license where agencies believe ESRI software is "all you can eat" would actually reverse a trend that was going in the right direction.** DC GIS doesn't believe this happened, we've been very disciplined about provisioning out new expensive software.

- **Trends:** DC believes that ESRI's own products are pushing users from needing expensive infrastructure products. AGOL could absorb some Desktop usage, and AGS web adaptors allow for easier linkage to other internal DC databases (DPW, DDOT). DC GIS recently launched DC Atlas Plus which could possibly reduce desktop usage.

- **If DC were to buy new ESRI software, or pay maintenance, DC already enjoys a deep discount through the GSA Smart Buy.** It already has the ability to get the best federal pricing and economies of scale via its Federal partners.

- **We are seeing shrinking use in Desktop and Server** *

  - DC has a accurate understanding of the # of software deployments, its published on the web. http://octo.dc.gov/DC/OCTO/Maps+and+Apps/Geospatial+Services/Esri+Enterprise+License+Agreement (at bottom, View License Usage)

*** Maryland has a much shorter history with centralized licensing so it is much harder to discern trends.**
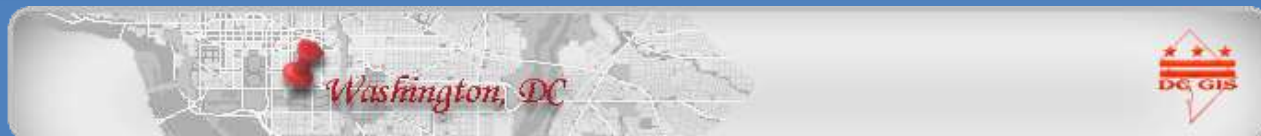
Strength in #'s

- Staying unified as the DC GIS entity ='s better bargaining power, saves $
- Held several meetings with major DC GIS Steering Committee Stakeholders
  - Beginning of FY13
  - Summer meeting on status

   OUR PITCH

- Hear from stakeholders: what products do you think we should be investing in?
- Remind them not to get oversold on new products; they don't always work as marketed or we don't have resources to implement.
- Listen and learn from our mistakes
  - If you ignore price, we believe the ELA has worked but recognize we've been stubborn with releasing additional expensive infrastructure licenses - what part of it has? what part hasn't?
- Analyze our license use
- Ignore the rumors
- Believe in DC GIS's centralized license model
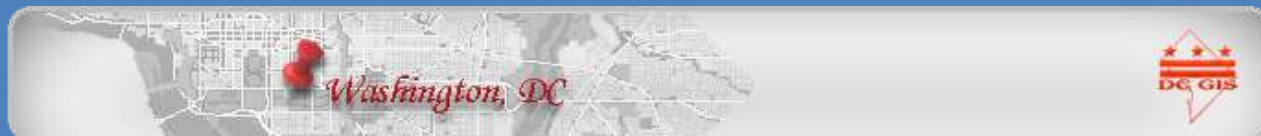
- **To date we've had 4 rounds of negotiations**
- **Initial Quote requested was for 3yrs (base + 2 options) AND a 1yr extension**
  - Only received 3yr
- Currently pursuing a 1yr extension using existing Terms and Conditions
- Tangibles vs Intangibles
  - **Tangibles:**
    - Know you approx. costs using GSA
    - Know yours and your customers growth and investment area's
    - Usage
  - **Intangibles:**
    - Once in place lowers procurement transaction costs and increase procurement flexibility.
    - New products will come out – its difficult to determine if they will be adds or included in ELA
    - Software doesn't always work as marketed or is difficult to implement
    - IMO ESRI wants ELA's – use that to your advantage

The Challenges

- **Continued push for several ArcGIS Online Organizations**

- **ESRI Maps for Cognos:** MPD had procured 100 seats thus funding the majority of the investment. ESRI presented a 250 licenses option to DC GIS.

- **Roads and Highways:** similar to above, not sure if procurement would get done.

- **ESRI Tracking Server vs. GeoEvent Processor:** pitched as a new product, we already bought Tracking Server

- **Future 3rd party or existing royalty bearing software (Community Analyst, Business Analyst)**

- **Redistricting Solution – we don't use it**

- **Price was not reflective of gains in efficiencies or on actual usage**

- **GSA Smart Buy**: DC did not believe it is realizing any new discounts

- Difficulties with budget process/budget availability

Lessons Learned
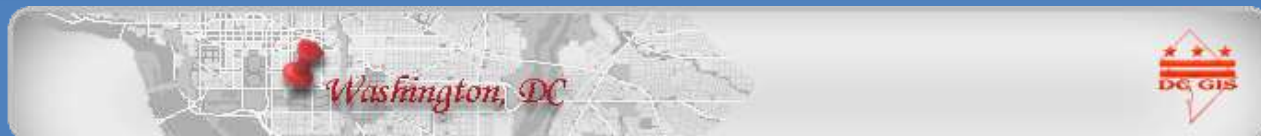
- **Start process early**

- **Track existing usage**

- **Know what your customers want and where investments are going to be made**

- **Leverage their competition to the best of your ability.**

- **Trends:** the geospatial technology industry continues to evolve rapidly, this makes longer term contract commitments more risky (but we all dislike procurements).

- Its difficult to keep up with all the products, some are sun-set, some renamed. Remind them of "old" products, when they say we're adding these "new" products

- Make sure price is based on actual usage not on previous ELA spending.

Washington, DC